



Useful Gifts-

SHIRTS—Xmas boxed at \$1.65, \$2 & \$3
HOSIERY—25c, 35c, 50c, 75c, \$1.00, \$1.50
in such makes as Holeproof, Polson, Har-
vey Woods—all neatly boxed.

CURRIE SPATS \$1.00 to \$2.50
Currie Mufflers 95c to \$2.45
Currie Hanks in beautiful boxes 2 for \$2.50
3 for 50c

Hickok Braces \$1.00; other makes 50, & 75c
TIES 50c, 65c, 75c and \$1.00

Slippers, Mitts and Gloves, Sweaters, Pa-
jamas, Garters, Cuff Links, Tie Holders.

WISHING YOU A MERRY CHRISTMAS

Thos. E. Wright

Men's Better Wear

KING EDWARD HOTEL

WHERE EVERYONE FEELS AT HOME
Phone No. 1. John Spiros, Manager

A VERY HAPPY YULETIDE AND

BRIGHT AND PROSPEROUS

NEW YEAR TO ALL

DR. D. C. HAWORTH



TO OUR GOOD FRIENDS AND

CUSTOMERS

WE EXTEND OUR CORDIAL

WISHES

FOR A MERRY CHRISTMAS

Strathmore Hardware

"The Store of Quality and Service"

M. A. BELLINGER, PHONE 54

Pot Pourri

Once riding in old Baltimore,
Heart filled, head tilted with glee,
I saw a Baltimorean,
Keep looking straight at me.

Now I was eight and very small,
And he was no wiser bigger,
And so I smiled, but he poked out
His tongue and called me, "Nigger."

I saw the whole of Baltimore
From May until December;
Of all the things that happened there
That's all that I remember.

("Incident" by Countee Cullen).

Do you fear the force of the wind
The slash of the rain?
Go face them and fight them.
Be savage again.

Go hungry and cold like a wolf
Go wade like the crane,
The pains of your hands will thicken
The skin of your cheeks will tan,
You'll grow rugged and weary and
swart,

But you'll walk like a man!
(Hamilla Gariand)

More than a small sum of
money to a white gentleman who was
to buy a quart of gin and bring it back
to Mose on his next trip from the city.

When they next met, Mose com-
plained that he had not received the
gin. And his white friend explained
that he had given it to Mose's nephew
to deliver.

No wonder, I ain't got de gin Colum-
el, he said mournfully. You might
jest as well try to send letter by a
rabbit.

IT PAYS TO ADVERTISE

A Farmer's Musings

FINE TARGETS—

From the view point of the nimrod
at least the big game season has been
very successful.

In one district of the bush country
2 work horses, 2 milk cows and a calf
were mistaken for big game, and it is
said that some of the owners are al-
ready pining for the loss of their
stock.

We mention this with the hope that
someone will use a school to show
the city sportsmen the difference be-
tween domestic animals and the deni-
zens of the wild.

The hunters on the prairie aren't
quite so fond, although one fellow was
not safe to have around on a place
where protected game birds made
their homes.

When he was warned not to shoot
any ring-necked pheasants, he naively
asked, "How can I tell the difference
between them and the time until I
knock 'em down?"

CO-OPERATION—

Although the people of the western
land have been kept pretty well posted
on the movement in Scandinavian
countries, few are aware of its ram-
ifications in the British Isles.

Last year the total sales ran into
nearly 1,000 millions of dollars, and
the current year is apt to reveal a sub-
stantial increase of this vast expendi-
ture.

In addition to controlling thousands
of stores throughout the country, the
Coops have many large plants and
factories of their own, and some of
these are the most up to date of their
kind on earth.

To become a member of a society
is a very simple matter.

The possession of a five dollar
share is all that is required in many

cases and purchases are made by
means of tokens.

When these are acquired, an entry
is made in the passbooks of the mem-
bers, and the dividends, ranging from
one to four shillings in the pound, are
created at the end of the quarter, af-
ter the stock taking has revealed the
total profits.

With these dividends, poor people
pay their house rents, while others
use them for clothing, holidays, etc.

A number of the societies also per-
mit their members to allow the divid-
ends to accumulate as share capital,
and the rate of interest is very satis-
factory indeed.

MANITOBA AHEAD—

Despite the recent assertion that
Alberta is the most progressive of the
Western provinces, we are far behind
in one very important matter.

In Manitoba, patients suffering
from cancer are provided with the best
known treatments, regardless of their
financial position.

Those who cannot pay anything at
all benefit the same as the others.

According to Dr. McDonald, who is
in charge of the institution, about 100
cases are reported monthly and 40
per cent of these are discharged as
being cured.

This is a very fine showing and it
should encourage many Albertans to
agitate for a Government controlled
Clinic within the province.

STONEWALL—

Although it has been said that both
Hitler and Mussolini have appointed
successors to carry on after their
deaths, great movements founded on
the genius of solitary individuals have
a singular way of collapsing when the
principal actors pass away.

History is full of such events and
the most outstanding one in the an-
nals of North America goes back to
the time of the great civil war.

Although General Lee commanded the
outnumbered forces of the South,
it was through the personality and
military genius of Stonewall Jackson
that the Rebels were enabled to deal
the most savage blows at their op-
ponents.

At the height of one of the most
amazing campaigns on record, Stone-
wall was accidentally killed by one of
his own pickets when viewing the
federal lines in the gathering dark-
ness.

Thousands of hardened veterans
wept at the news, and although Jack-
son's plans were known to the mem-
bers of his staff, the shattered morale
of the Troops made retreat inevitable.

Never again did the grey clad leg-
ions of the south have a chance to
make a successful invasion of the
north, and just as well too.

With Lee's surrender to Grant came
the end of the death struggle over the
Sovereign rights of States, and the
gentle hand of time has effaced the
bitter feeling between north and south.

Today, the name of Stonewall Jack-
son is barely known to a host of
young Americans, but his daring
campaigns are still discussed in the
military colleges of the world.

THE WORLD OF WHEAT

By H. L. G. Strange
Director "Crop Testing Plan"

An important meeting to consider
our serious wheat problem has just
been held in Winnipeg. Authorities on
every phase of the Canadian and in-
ternational wheat industry presented
their facts, their findings and their
studied conclusions.

A distinguished visitor from Toronto
stated that it is only the people of
Eastern Canada could realize the im-
portance of our wheat growers. It is
questionably the East would be not
only willing, but indeed anxious to
assist our Western farmers in a
most generous way.

While little was brought out by the
speakers that was not already well
known to serious students, yet it was
surprising to find that the greater
part of the large audience, farmers
and business men alike, seemed un-
aware of many of the simple facts pre-
sented.

Because of the seriousness of the
situation, it occurs to me that it
would be a most excellent plan if farm-
ers in every district would form
wheat study circles, would endeavor
to obtain the important truths about
the wheat industry, and then would
study and discuss these truths.

Out of such studies I believe would
come a West solidly united at least
on this wheat question. Such a united
front would give weight and authority
to requests for just compensation and
assistance made to the Dominion Gov-
ernment on behalf of our Western
farmers.



HUGHES MOTORS

WISHES EVERYONE

A HAPPY CHRISTMAS

AND A

BRIGHT, HEALTHY & PROSPEROUS

NEW YEAR



HUGHES MOTORS
STRATHMORE, ALTA.

For The Best In—

Beef, Pork, Lamb, Veal, Fish and Poultry,
—At Lowest Prices

Roberts Meat Market

PHONE 25 STRATHMORE

— COAL — — COAL —

STANDARD COAL, delivered, ton \$4.25
CONSUMER'S COAL, delivered, ton \$4.25
PROMPT SERVICE GIVEN

JOHN KEELING—Phone 72, Strathmore

NEW LOW BUS

ROUND TRIP WINTER EXCURSIONS
FROM STRATHMORE TO

VANCOUVER \$28.45 — VICTORIA \$29.20

Tickets on Sale Dec. 2, 1938 to Feb. 28, 1939

Return April 30, 1939

Similar Low Fares To All Points in Canada

And the United States.

HOLIDAY EXCURSIONS TO ALL
POINTS IN WESTERN CANADA
Where Bus Service is Being Rendered

CHRISTMAS

Fare And One Quarter

For The Round Trip

Tickets on Sale—

DEC. 23 to DEC. 26

Return Limit Dec. 27

Christmas & New Years

Fare And One Third

For The Round Trip

Tickets on Sale—

DEC. 20 to JAN. 2

Return Limit Jan. 7, '39

NEW YEARS

Fare And One Quarter

For The Round Trip

Tickets on Sale—

DEC. 30 to JAN. 2

Return Limit Jan. 3, '39

Teachers and Students

Fare And One Quarter

For The Round Trip

Tickets on Sale—

DEC. 26 to JAN. 2

Return Limit Jan. 31, '39

SEE YOUR LOCAL BUS AGENT—
— GREYHOUND LINES —

BEER

LEAVES NOTHING
UNANSWERED FOR
TRUE YULETIDE
HOSPITALITY

INSIST ON

ALBERTA

BEER

"BEERS THAT ARE BEST"

HOLIDAY GREETINGS

from the

BREWING INDUSTRY OF ALBERTA

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Board or by the Government of the Province of Alberta

THE NEW 1939 CHEVROLET WILL
SOON BE OUT. 90 NEW IMPROVE-
MENTS AND SUBSTANTIAL LOWER
PRICE. SEE YOUR LOCAL DEALER.

W. J. Weyers

CHEVROLET & OLDSMOBILE

JOHN DEERE Phone 12 DE LAVAL

Plan security through

SUN LIFE OF CANADA

WITH LIFE ASSURANCE
AND LIFE ENDOWMENT
CHILD EDUCATION
FAMILY PROTECTION
HEAD OFFICE-MONTREAL
L. C. VAN TIGHEM
Local Agent STRATHMORE

HOTEL York
CALGARY
CENTRE STREET 7th AV.
EXTRA LOW
RATES \$1.50
from
Excellent
COFFEE SHOP
ALSO OPERATING
HOTEL ST. REGIS
RATES \$1 and \$1.50 - WEEKLY and MONTHLY RATES

Specify
BLACK & WHITE
It's the Scotch
35.00 40.00
38.50 42.50

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STRATHMORE STANDARD

PUBLISHED EVERY THURSDAY
Office Phone 17—A. M. MOORE, Publisher. Res. Phone 94
SUBSCRIPTION PRICE \$2.50 PER YEAR IN CANADA
OUTSIDE CANADA \$2.50 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE
Member of the Canadian Weekly Newspaper Association

— TO OUR READERS —

"Here's health to you and wealth to you,
And everything you wish yourself, to you,
Life bright for you—caree light for you,
And everything go right with you."

THE WHEAT PROBLEM

The Conference in Winnipeg Dec. 12-16 called by Premier Bracken to discuss the marketing of wheat and to find new uses for this product is among the most important gatherings held by thoughtful men who have the general welfare of Canada at heart. A non-political gathering, the men discussed in a very thorough manner this great problem and endeavored to find new methods to solve this very vital question. Vital to both East and West. Letters sent by outstanding representatives, and printed in this issue will merit careful reading.

The Wheat Marketing Question affects everyone.

Ardenode

We are very pleased to hear of Mr. D. S. Brook's success in the recent election for school trustee. "Good going Doug."

Mr. and Mrs. Chas. Joel and Donald spent the weekend in Calgary.

Mr. and Mrs. Howard Andrews and family spent Thursday last in Calgary.

Mr. and Mrs. Ted Hattell of Chetiville spent Sunday visiting at the home of Mr. and Mrs. D. S. Brook.

Mr. and Mrs. A. M. Watson spent the week end in Calgary.

Mrs. Wanda Platt and Mr. A. Gill has attended the Thurston-Nesbitt wedding in Calgary last week.

Mr. and Mrs. Tony Walsley and Winnie of Alhambra spent the week-end visiting old friends in the district.

Mr. and Mrs. J. Horrocks entertained last Thursday evening for Mr. and Mrs. A. C. Jensen, Pete, Mrs. Emma Johnson and Mrs. Ingram of Yakima.

Washington

A slight error was made last week in writing of Mr. Jensen's sister, it read—Mrs. Ingram. It should have read Mrs. Emma Johnson. Mrs. Ingram is Mrs. Johnson's daughter.

Mr. Gordon Andrews and family spent Monday visiting in Calgary.

Mrs. J. Seelye spent Friday of last week in Calgary. We are pleased to see Billy almost able to walk again, after three months on his back.

Everyone these days are talking turkey. Some very fine birds have left the district, just to adorn some persons Christmas table.

Mr. and Mrs. Harry Cain are spending the winter months in Calgary. Mr. and Mrs. Wilfred Cain and family are residing on the home place for a few months.

Mr. and Mrs. P. E. Sarver entertained Monday evening for Mr. and Mrs. A. Jensen, Pete, Mrs. Emma Johnson and daughter Mrs. Ingram.

Rockyford

The Ladies Aid Society of the United Church held their election of officers at their regular meeting on Thursday afternoon, Dec. 15, at the home of Mrs. F. Chapman. After the opening of the session by the president, Rev. Chapman took the chair and conducted the election, which resulted in the following staff: President, Mrs. Chas. Bradwell, Secretary, Mrs. C. A. Smith, Treasurer, Mrs. Roberts, and the four Vice Presidents were: Mrs. Danvers, Mrs. Bragg, Mrs. W. P. Funnery and Mrs. Rose. Mrs. Chapman was chosen as chaplain for the year. The ladies decided to have the basement of the church redecorated before the Christmas Concert next week. At the close of the business Mrs. L. Hoppel and Mrs. Ross served a very tasty lunch. The next meeting will be held at the home of Mrs. Birt on the 16th of January, 1939.

The Rockyford Bridge Club met at the home of Mrs. Johnston on Thursday evening last. After a very interesting two hours of play the high

score went to the hostess, who also served a very pleasant lunch for the ladies.

The girls sewing club met with Muretta Polce on Tuesday night when they continued their story reading and sewing. This will be the last meeting for the year as the girls are busy with Christmas exams for the balance of the month.

Mrs. Leslie has returned home with her young son who has been quite ill. He is not altogether recovered but they are hopeful that he is on the way now.

Miss Alice Birt, R. N. of Ponoka spent a couple of days at her home last week visiting her people in her last holiday this year. Shortly after the new year, when the new hospital is opened in the town of Raymond she is to take over the duties of Matron.

The Rockyford Masonic Lodge held their election of officers at their meeting on Monday the 12th of December. The new Worshipful Master is Mr. Ed. McLean, S. W.—Mr. Harry Clementson, J. W.—D. Jensen, Secretary—Mr. C. D. Walrod, Treasurer—Mr. R. L. Stone, Tyler—Mr. A. H. Krowell. The installation will be held on their regular date the 27th of December.

We are glad to see Owen Wise back to Rockyford after his accident and stay in the hospital. Owen is much improved but is still quite an invalid.

Langdon

Mrs. G. L. Buntala was re-elected President of the Women's Institute at the annual meeting held on Dec. 14. Mrs. C. Jesse is vice president, Mrs. A. Bishop 2nd vice, and Mrs. E. T. Colwell is the new vice president, while Mrs. W. Braden, Mrs. S. Scott, and Mrs. E. Albertson.

The annual meeting of the Ladies Aid was held at the home of Mrs. G. Whitney on Friday, Dec. 16 and Mrs. E. Goe was elected President, Mrs. J. Colwell is the new vice president, while Mrs. C. Jesse continues to be the efficient secretary treasurer.

Mr. and Mrs. W. L. Braden were pleasantly surprised on last Thursday evening by a group of friends who brought a turkey dinner with them. The friends who helped them celebrate their 25th wedding anniversary were Mr. and Mrs. H. Dula, Mr. and Mrs. E. Moe, Mr. and Mrs. D. Kernaghan, Sr. and Mr. and Mrs. C. Wenstrom.

Mrs. E. Scott of Calgary was the week end guest of Mrs. M. Drake and family.

Mrs. M. Fergie left on Friday morning to spend the winter with her daughter Mrs. D. Gibb in Victoria, B. C.

Merry Christmas to Everybody.

Namaka

The card party held on Wednesday was quite a success. Winners in whist were—Ladies high, Miss Margaret Pankas, treats high, Mr. H. B. Brown in bridge—Ladies high, Miss Florence McBean, Gent's high, Mr. H. A. Miller. Miss Margaret Pankas and H. A. Miller were the winners of the grand prize. The next card game will be announced later.

The hockey game played between the Elwood team and Namaka on the Namaka rink resulted in a score of 21 in favor of Namaka. A return game is scheduled for Wednesday, Dec. 21.

Miss Jean Atkins was a prize winner in the Standard Essay Contest. Congratulations Jean!

Mr. Wess Dillabough is spending the week with his parents.

Hervey

Everyone is looking forward to the school concert being held Friday.

Walter Bazant spent a few days in the Calgary Holy Cross hospital. We hear he is much better.

Grandpa Bazant is in the hospital now. We hope to see him return soon.

Mrs. H. S. B. Chamberlain has been suffering for some time with sinus trouble.

Miss Gertrude Chamberlain who has been in Vancouver for some years is visiting her sister Mrs. Campbell. From here she will go to Edmonton, to arrange and set in order the large and modern dining room of the Bay.

Maggie Sadler is home again after a visit to Banff, Alta.

LAST CALL FOR—

Christmas Shopping

Cape Cod CRANBERRIES, per lb 30c

FRESH MINCE MEAT, 2 lbs 35c

CALIFORNIA New CROP ORANGES—
2 doz. 45c; 30c doz; 35c doz; and 48c doz.
Buy California ORANGES

Mixed NUTS with Peanuts, per lb 15c

Mixed NUTS—no Peanuts, per lb 20c

AUSTRALIAN RAISINS, 2 lbs 25c

STRATHMORE TRADING AND STAFF
TAKE THIS OPPORTUNITY OF
WISHING ONE AND ALL A MERRY
MERRY CHRISTMAS AND A VERY
HAPPY & PROSPEROUS NEW YEAR.

TEA & COFFEE

Nash's 25th ANNIVERSARY
TODAY'S BEST
TEA VALUE
55¢ lb.

TWO for ONE

Pre-Xmas Sale!
Merchandise
Coupons
DOUBLE IN
VALUE
until
Dec. 27th
35¢ lb.

STRATHMORE TRADING COMPANY

A. D. SHRIMPTON, MGR.
STRATHMORE ALBERTA

WISHING ONE AND ALL A MERRY

CHRISTMAS AND A HAPPY AND
PROSPEROUS NEW YEAR.

GEORGE SNAITH

PHONE 43 STRATHMORE

YOUR ALBERTA-PACIFIC ELEVATOR AGENT

wishes you a
MERRY CHRISTMAS
BOUNTIFUL CROPS—SATISFACTORY PRICES
GOOD HEALTH and HAPPINESS
in the
NEW YEAR

RAILWAY FARES REDUCED

FOR
CHRISTMAS & NEW YEARS

DATES OF SALE

FARE AND ONE QUARTER
For CHRISTMAS
from Dec. 23 to 2 p.m. Dec. 26
Good to return till Dec. 27, '38

For NEW YEAR'S DAY

from Dec. 30 to 2 p.m. Jan. 2
Good to return until Jan. 3, '39

FARE AND ONE THIRD
For Christmas & New Year's
from Dec. 30 to Jan. 2 incl.
Good to return until Jan. 7, '39

For Fares and Full Information Apply

Canadian Pacific

—CALL FOR—
CALGARY
DRY GINGER ALE
ANOTHER GOLD MEDAL
PRIZE WINNER

INSIST ON THE GENUINE HORSESHOE AND BUFFALO BRAND AND BE ASSURED OF THE HIGHEST QUALITY PRODUCT.

ENTERTAIN WITH THE BEST

CALGARY BREWING & MALTING CO. LTD.
CALGARY EDMONTON

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Classified Advertising, per issue 35c
 Three issues for \$1.00
 Reading Notices, Coming Events 50c
 Cards of Thanks, In Memoriam Notices, etc.
 per issue 50c
 Display Advertising Rates on Application.

FOR SALE—1 UPRIGHT DIAMOND
 A Quebec Heater. Apply Standard
 Office, Phone 17.

FOR SALE—300 BUSHES SPRING
 Rye, cleaned or uncleaned. Apply
 Agent U. G. G. Nankala.

LOST—MAN'S WOOLLEN NITTY, in
 Strathmore Sunday. Black ground,
 with pattern of red and green. Fin-
 der please leave at Standard office.

FOR RENT IN STRATHMORE—Af-
 ter January 15 large fully modern
 house, very warm and comfortable.
 Heat reasonable. Apply Mrs. W. P.
 Frederick, Nightingale. Jan 1

FOR RENT—DWELLING OF SIX
 Rooms, Garage, Well. Apply T. M.
 Wears, Barrister. D15

FOR SALE—3 YORKSHIRE BARS
 Eligible for Registration, 4 1/2
 months old. Select type. \$20 each.
 Apply W. P. Frederick, Nightingale.

PICOBAC
 PIPE
 TOBACCO
 FOR A MILD, COOL SMOKE

PHOTOGRAPHS FOR XMAS
 You Will Get the Best At—
LANE'S STUDIO
 EXPERT PORTRAIT
 PHOTOGRAPHERS
 133 1/2 Eighth Avenue West
 CALGARY, ALBERTA

SUBSCRIPTION
PREMIUM

THE STRATHMORE
 STANDARD
 is giving an
 Attractive Interior
THERMOMETER
 Valued at \$1.00, to all
 who pay their
 Subscription
 before Dec. 31st, 1938
 if your Label Shows
 you in Arrears
 Pay up and secure a
 Good Thermometer
FREE!

PHONE M4476—
JAMES MORRIS
 FLORIST and SEEDMAN
 Cut Flowers For All Occasions
 Wedding Bouquets Floral Designs
 Seeds, Bulbs, House Plants, Etc.
 331A 5th Ave. West CALGARY

CHIC'S
COFFEE
COUNTER

All White Help

CHOICE TURKEY DINNER
 With All The Trimmings
 Served CHRISTMAS DAY
 From 12 o'clock Noon on—

LUNCH COUNTER AND
 COMFORTABLE BOOTHS
 APPETIZING HOME
 COOKED MEALS

HIRTLE'S
THEATRE

A FREE SHOW AT 10 A. M.
 SATURDAY, DEC. 24 For
 Children only. A Zane Grey
 Picture.

FRIDAY AND SATURDAY
 DECEMBER 23 and 24
 Sing Crosby, Fred McMurtry, in
 SING YOUR SINNERS

SUNDAY, DECEMBER 25th—
 PREVIEW—12:05
 MONDAY, DEC. 26, 5 p.m.
 Ronald Colman, in—
 IF I WERE KING

NEWS & COMEDY

LAYZELL & GILCHRIST
 — Auctioneers —
 — Farm Sales a Specialty —
 Box 353 Phone 91-3311
 Calgary Alberta



HOTEL GROSVENOR
 THE HOTEL OF THE
 FURRY HEART

When you come to town for your
 Christmas shopping—save your
 time and feet by staying at the
 Grosvenor. It is right in the
 midst of the shopping district
 and yet away from the noise and
 bustle. Whether you are in Van-
 couver for a day or a month, the
 Grosvenor offers the finest hotel
 service at really reasonable rates.

For Your Winter Trip
EXCURSION
FARES

TO
**EASTERN
 CANADA**
 TO
**CENTRAL
 STATES**
 TO
**PACIFIC
 COAST**

Special Reduced Fares
DAILY DEC. 1 to JAN. 5
 Return Limit 3 Months

Low Home-visitors' Fares
DAILY DEC. 1 to JAN. 5
 Return Limit 3 Months

Special Winter Fares To
VANCOUVER-VICTORIA
 Also Washington, Oregon
 and California Points

Ask for literature and full information from
 Ticket Agent. He will gladly assist with
 your Travel Plans.

Canadian Pacific

Christmas DANCE

MONDAY, DEC. 26—MEMORIAL HALL

LEN DAVIS' ORCHESTRA

Church Notes

UNITED CHURCH OF CANADA
 Rev. V. M. Gilbert, B.A., M. D.
 Minister
 Strathmore, Alberta.
 Miss Kathie Hirtle—
 Choir Leader and Pianist.

CHRISTMAS DAY 1938
 Cheadle—The services have been
 withdrawn till Easter and the con-
 gregation is cordially invited to join
 in the Strathmore service.
 STRATHMORE—
 10 a.m.—Worship,
 and Junior Congregation.
 Subject—"The Shepherd's Mes-
 sage."
 11 a.m.—Church School.
 7:30 p.m. Worship.
 Subject—"With Christ in India."
 An illustrated Address.
 The officers and minister of the
 United Church extend the Season's
 Greetings to all.

ST. MICHAEL'S AND ALL ANGELS
CHURCH

Reunions—
 Rev. Geo. W. Lang, B. A. L. Th.

Christmas Day, December 25, 1938
 "God Bless You, Everyone."
 CHRISTMAS SERVICES—
 Christmas Eve, 11:30 p.m.—Mid-
 night Christmas Festival Celebration
 of the Holy Communion.

11 a.m.—Christmas Day—Christmas
 Festival Service of Light, and Celebration
 of the Holy Communion. This will be
 a great family service and there will
 be a special ceremony of candle light-
 ing for the children. I urge all pa-
 rents to bring their boys and girls and
 celebrate Christ's Birthday together
 as a family.

Subject of Sermonette—"Lighting
 the Christ-Child on His Way."
 3 p.m.—Nightingale—Christmas
 Festival Service and Celebration of
 the Holy Communion.

7:30 p.m. Strathmore—A Christmas
 Yea Service modeled on the Ves-
 per Service in the old country. It
 consists of Carols alternating with
 appropriate lessons from Holy Scrip-
 ture.
 Christmas is the Birthday of Jesus
 Christ. Make it His Birthday by going
 at least once on Christmas Day to
 church, thanking God for His tremen-
 dous and awe-inspiring Gift to the
 world.

SACRED HEART CHURCH
STRATHMORE

STRATHMORE—
 Mass every Sunday 10:30 a.m. ex-
 cepting first Sunday of the month,
 when Mass will be at 10 a.m.

CARLELAND—
 First Sunday of the Month, Mass
 at 11 a.m.
 REV. FATHER COGMAN, Pastor.

FRATERNAL



THE CANADIAN LEGION
 No. 10 B. E. L.
 EXTENDS CORDIAL CHRISTMAS
 GREETINGS TO ALL THEIR
 FRIENDS FAR AND NEAR.

RISDON'S MACHINE SHOP

Machine Work
And Welding

A MERRY CHRISTMAS TO ALL

SHOP 27R2 — PHONES — RES. 27R3

DANCING

LESSONS

In Tap and Ballroom Dancing
 by **GEORGE SIMPSON**

Rates Reasonable—Apply—Chic's Coffee Counter

HANSEN'S BAKERY

Wish Their Many Customers & Friends
 A VERY MERRY CHRISTMAS
 The Store will be closed Dec. 25th and 26th

The Sign of Satisfaction—

BAWLF

Reliability - Experience - Courtesy

Without exception you can count on every Bawlf agent to
 give you the benefit of expert service in marketing your grain
 By the Load ... Car Load Lots ... or Consignment
N. BAWLF GRAIN COMPANY LIMITED

COAL FROM CONSUMER'S MINE

We wish all Our Customers and Friends
 A VERY MERRY CHRISTMAS

Delivered per Ton at \$4.25

TRUCKING OF ALL KINDS

Cream Route Tuesday and Friday

Phone 5—**NORMAN TAYLOR**

OUR SEED POLICY

This season we will continue our practice of assisting
 farmers in seed improvement. As members of "The Crop
 Testing Plan," we have highest quality Registered and
 Certified Seed of the varieties recommended for your
 district. These are available to you at cost, having in
 mind that our compensation as well as yours will result
 from the use of pure seed. Improved yields and higher
 quality will increase your income as well as provide a
 better handling for us.

NATIONAL ELEVATOR CO. LIMITED

Turkeys

Make sure that you know the
 MARKET PRICE of your tur-
 keys by receiving our free price
 list during the turkey market-
 ing season in December. Send
 us a card with your name and
 address NOW to go on our list.

WINDSOR'S, PRODUCE
 PACKERS,
 601-11th Ave. West—Calgary

HUB

BILLIARD ROOM
BOWLING ALLEY

A Merry Christmas
 A Happy New Year
 To Everyone.

R. HAMBLY, Prop.

IF YOU

Want a Cook
 Want a Clerk
 Want a Partner
 Want a Situation
 Want a Servant Girl
 Want to sell a Piano
 Want to sell a Carriage
 Want to buy or sell a farm
 Want to Sell House Property
 Want to sell Groceries or Drugs
 Want to sell household furniture
 Want to sell dry goods or carpets
 Want to find customers for Anything
 Then Advertise in

THE STANDARD

The Very Best Medium in the District
 Advertising will gain new customers
 Advertising will keep old customers
 Advertising usually always pays
 Advertising makes success easy
 Advertising begets confidence
 Advertising shows energy
 Advertising shows pluck
 Advertise then, at once
 Advertise continually
 Advertise skillfully
 Advertise
**RIGHT
 NOW!**

PETE DE KORT

Carpenter

STRATHMORE

WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28

S. LIBIN, Manager

JAP ORANGES—

Box 98c

CANDY—

Xmas Brilliant, 35c

2 lbs 85c

5 lbs 85c

Creams & Jellies—

1 lb 25c

5 lbs \$1.10

English Mixed—

2 lbs 45c

5 lbs \$1.00

Jelly Beans—

1 lb 19c

2 lbs 35c

Chocolate Drops—

2 lbs 35c

5 lbs 85c

Special Discount
 For Schools.

XMAS NUTS—

Soft Shell Walnut,

1 lb 19c

5 lbs 75c

Brazils—

1 lb 17c

5 lbs 80c

Soft Shell Almonds

1 lb 23c

Filberts,

1 lb 23c

PEANUTS—

2 lbs 22c

5 lbs 48c

MIXED NUTS—

Very few peanuts,

2 lbs 35c

5 lbs 85c

10 lbs \$1.65

CHOCOLATES—

Xmas Wrapped,

4 lb box \$1.00

2 Boxes \$1.90

CHERRIES—

Marchino—

1 lb box 35c

POTATOES—

Sweet, 4 lbs 25c

HEAD LETTUCE—

CELERY—

BRUSSEL

SPROUTS—

At Best Prices.

APPLES—

McIntosh Red,

Case \$1.55

McIntosh Red,

Fancy, case \$1.85

Delicious,

Fancy Wrapped,

Case \$2.00

DRESS SOX—

Men's 3 pairs \$1.00

DRESS SOX—

Pure Wool, pr. 50c

DRESS SHIRTS—

Men's, all sizes,

Spec. Priced \$1.25

MEN'S HOUSE

SLIPPERS—

From per pair,

\$1.25 to \$2.00

TIES—BOXED—

From 45c to 75c

SCARVES—

From 55c to \$1.00

XXXXXXXXXXXX

THE SEASON'S

GREETINGS

HANDKERCHIEFS—

Men's, from 3 for

25c to 3 for 50c

MEN'S BELTS—

From 50c to \$1.00

BOYS TIES—

each 29c

MEN'S SPATS—

Made by Currie,

Pair \$1.00

PAJAMAS—

Men's Flannelette,

From per pair \$1.35

To \$2.10

TEA SETS—

22 piece \$1.25

WE HAVE A NICE

ASSORTMENT

OF TOYS.

XMAS Crackers—

Box 30c and 50c

WE HAVE A VERY

NICE ASSORT-

MENT OF XMAS

TREE

DECORATIONS

STATIONERY—

Boxed, good prices.

FOR LADIES—

SILK HOSE—

Pair 75c and \$1.00

PANTIES—

Pair 50c

VEST & BLOOMER

Set 90c and 95c

GOWNS—

Each \$1.59

SLIPS—

Each \$1.50

GLOVES—

Pair, up to \$2.25